

05/25/99

To: Tom Keating/Herb Ailes  
LRP Co-Chair - Communication Issues

From: Sub-Committee for Major Issue Comm-4 -- "Other communication modes to be considered as the association looks to its future".

Sub-Committee members:                   B. Sacks  
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The committee believes the following eight items would be useful in making information more available and effective for both visitors and property owners.

1 - Acquire a low-band frequency FM station to broadcast information concerning the island. The frequency should be posted before the main gate and perhaps elsewhere on the island. The station could broadcast standard information, advertise upcoming special events, meetings, availability of website, chat room schedule, etc. Lauren Van Oordt, a Kiawah resident and owner of Island Bike and Surf, has set up such a station and would be pleased to consult and advise the association in the acquisition of a station.

2 - Broaden the information available on the website. Implement a message bulletin board and encourage the posting of questions to management, report violations of rules and regulations, question burdensome rules and regulation, make copies of documents/covenants/development agreements available. Post e-mail addresses of property owners (with their consent).

3 - Install an "800" number that can be called to access voice mail messages concerning various island matters. Scripted messages could inform on election results, hurricane warnings, storm damage or lack thereof,

4 - Provide a information streamer to run on the bottom of the cable TV channel 8. We realize this is a real estate sales channel and messages should not detract from the sales presentation. However, messages relating to current community events, concerts, programs, website, etc may enhance the sales message.

5 - Provide regular information forums, particularly when controversial matters surface. People knowledgeable on the subject should be made available to answer questions. An excellent

example is the meeting held by KRA on May 14 concerning development plans for the island. A summary of the discussion should be posted on the website and additional queries and comments should be encouraged.

6 - E-mail a "question of the month" to all property owners listing their addresses with the association. Request a response, post a summary of the responses on the web page.

7- Provide introductory classes giving instruction to residents on the Internet and the Kiawah web page.

8 - Provide a clearly visible bulletin board at the main gate. The present is not easily read because of placement and small lettering.